

This listing of claims will replace all prior versions, and listings, of claims in the application.

Listing of Claims:

1. (Currently Amended) A method of formulating individualized product recommendations, comprising:

receiving a first set of data from a consumer regarding a target substrate that includes a requirement to be addressed by a product; and

generating a set of individualized product recommendations for the consumer from a plurality of products within a product category with the assistance of one or more computing devices, the generating comprising:

feeding the first set of data as inputs into an intelligent performance-based product recommendation engine;[[,]]

classifying the consumer, based on the inputs, in a population of consumers who previously used a product in the product category and who are substantially similar to the consumer operating on the inputs with a data processing portion of the product recommendation engine;

determining, based on the inputs and the classification of the consumer, a likelihood that the products in the product category will address the requirement with a predefined level of success when used in connection with the target substrate; and

selecting a set of products from the product category having a predefined likelihood of successfully addressing the requirement, the selected set of products producing a set of outputs from the data processing portion of the product recommendation engine[[, the outputs]] comprising the set of individualized product recommendations.

2. (Original) The method of claim 1 wherein the receiving a first set of data step comprises receiving a concern about the substrate.

3. (Original) The method of claim 2 further comprising receiving a severity of the concern.